

UOB raises S\$2.4 million for 25 charities through 2024 UOB Heartbeat Run



Mr Wee Ee Cheong, UOB's Deputy Chairman and CEO (centre) and Mr Ted Tan, Vice Chairman, Community Chest (fourth from left, in white) with UOB colleagues at the start line of the 2024 UOB Heartbeat Run

Singapore, 28 September 2024 – About 25,000 UOB colleagues, customers and beneficiaries rallied together for the Bank's annual UOB Heartbeat Run event, raising S\$2.4 million¹ under the UOB Heartbeat Fund to improve the lives of children in need and their families from 25 charities globally.

¹ As of 27 September 2024





In addition to Singapore, Hong Kong SAR and Indonesia held a physical UOB Heartbeat Run event on the same day, while mainland China, Malaysia and Thailand held their event this month. UOB Vietnam will hold their event in October 2024.

The UOB Heartbeat Run is an annual flagship volunteering and fundraising programme held globally across 18 markets where UOB has a presence. Every year, employees, partners and customers rally together for this flagship event, through volunteerism, fundraising and participating in the physical run and walk. Numerous fundraising activities were organised by UOB employees over the past three months which included an annual charity café event, a talent singing show, charity auctions and more.

Since 2007, the programme has raised more than S\$20 million to help improve the lives of communities in need and support causes that are aligned to the Bank's Corporate Social Responsibility focus areas of art, children and education.

2024 UOB Heartbeat Run raises about S\$1.65 million¹ for four Singapore beneficiaries

The 18th edition of the annual flagship event was held this evening at the Promontory @ Marina Bay, with a record turnout of close to 10,000 UOB colleagues and their families, customers and beneficiaries. In Singapore, UOB raised a total of about S\$1.65 million.

In line with the Bank's brand promise to do right by its communities, the funds will be channelled through Community Chest to support children in need and their families. Four local beneficiaries – Care Corner Singapore, the Ministry of Social and Family Development's ComLink+ initiative, Life Community Services Society and President's Challenge – will use the funds to run their programmes. Through supporting programmes spanning areas such as education, mentoring, social and healthcare services, the funds will help to improve the lives of children in need and strengthen their knowledge, skills and resilience.





Mr Wee Ee Cheong, UOB's Deputy Chairman and CEO (centre) presented the donations raised under the UOB Heartbeat Fund to Mr Ted Tan, Vice Chairman, Community Chest (in white)

This year, four social enterprises (Flour Power, The Art Faculty, Social Gifting Singapore and Singapore Fashion Runway) were also present at a carnival held at the event to sell a wide variety of cookies and gifts designed by crafters with special needs and different abilities. UOB will match the revenue received by the social enterprises at the carnival. Food and beverage partners such as Ye Olde Cow, Loco Loco, Overrice and Lee Wee & Brothers will donate a portion of their proceeds towards an adopted beneficiary of UOB, or an adopted beneficiary of their own.

As part of UOB's commitment to build a sustainable future, several green initiatives were also implemented at the run this year:

- Participants were encouraged to bring their own water bottles to reduce waste
- UOB Heartbeat T-shirts made from 100 per cent post-consumer recycled material
- Race medals made from recycled material
- E-waste recycling and used shoes collection drive
- Educational environment-themed booths and workshops



Mr Wee Ee Cheong, Deputy Chairman and Chief Executive Officer, UOB, said, “UOB is committed to doing right by the community through corporate philanthropy and employee volunteerism. We are also grateful to have like-minded partners, including social enterprises, customers and our colleagues’ families join us in creating a lasting positive impact through initiatives, such as our annual Heartbeat Run. Through our collective efforts, we aim to make a meaningful difference in the lives of those in need across the region.”

“For decades, UOB has been a steadfast partner of Community Chest in uplifting lives of children and families in need. Funds raised will go towards critical social service programmes uplifting the lives of over 15,000 children and families under Care Corner Singapore, MSF’s ComLink+ initiative, Life Community Services Society, and benefitting organisations under President’s Challenge. UOB’s commitment to sustainable philanthropy is a prime example of how a business can do good and do well at the same time. We hope this will inspire more businesses to partner us in empowering the communities we serve”, said Mr Chew Sutat, Chairman of Community Chest.

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**About UOB**

UOB is a leading bank in Asia. Operating through its head office in Singapore and banking subsidiaries in China, Indonesia, Malaysia, Thailand and Vietnam, UOB has a global network of around 500 offices in 19 countries and territories in Asia Pacific, Europe and North America. Since its incorporation in 1935, UOB has grown organically and through a series of strategic acquisitions. Today, UOB is rated among the world's top banks: Aa1 by Moody's Investors Service and AA- by both S&P Global Ratings and Fitch Ratings.

For nearly nine decades, UOB has adopted a customer-centric approach to create long-term value by staying relevant through its enterprising spirit and doing right by its customers. UOB is focused on building the future of ASEAN – for the people and businesses within, and connecting with, ASEAN.

The Bank connects businesses to opportunities in the region with its unparalleled regional footprint and leverages data and insights to innovate and create personalised banking experiences and solutions catering to each customer's unique needs and evolving preferences. UOB is also committed to forging a sustainable future through working with its stakeholders to create positive environmental impact, fostering social inclusiveness and pursuing economic progress. UOB believes in being a responsible financial services provider and is steadfast in its support of art, social development of children and education, doing right by its communities and stakeholders.

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